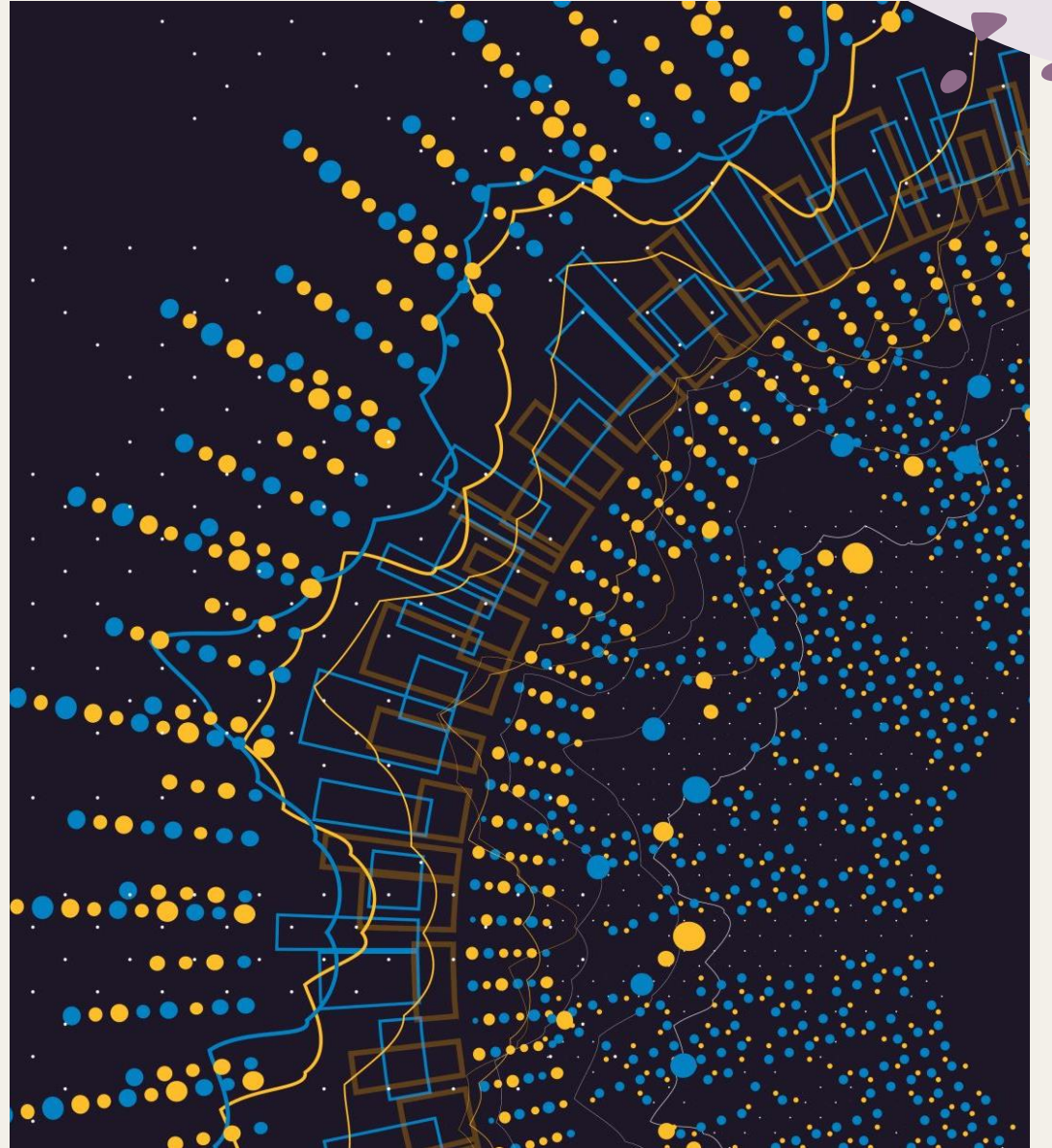


Localization

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Technical & Professional Communication





Intercultural Communication

University of Minnesota. (2021)



Understanding Culture

- **Accessibility** should be a goal of technical communication and is one way of working towards social justice.
- Understanding audience comes through **collaboration** & helps with understanding access.
- Communicating with **intercultural audiences** can pose accessibility challenges.
- Effective communication with intercultural audiences requires **listening, reflection, and collaboration**.
- Culture is **multilayered** and nuanced. E.g., Understanding Target customers on a local, national, and international level.



Localization


- Localization means **tailoring content** to a specific culture.
- **Tailoring your message** to the user's cultural expectations.
- Method of addressing **intercultural audiences**.
- Must understand both the large and small **cultural context** of the audience.
- Considers that culture is not **static** or **homogenous**.
- Failure to consider specific context may lead to **stereotyping** or **overgeneralization**.
- E.g., Translating English to Spanish you also need to **consider the context and needs** of a specific community. How is the language used locally within a community?



Translation


- Focuses on making content accessible through language.
- Differs from **interpretation** which preserves cultural connotations.
- While important, technical communicators should focus on **localization** since not all people who share a language also share a culture.
- E.g., Medically trained interpreters **bridge gaps** between patients and providers.





*Designing Globally, Working Locally: Using
Personas to Develop Online Communication
Products for International Users*

Giuseppe Getto and Kirk St. Amant




Article Overview

- Increased internet access means **global connectivity** is more possible than ever.
- **Differences** in culture may hinder international online activities.
- Using **personas** can facilitate online communication and bridge cultural gaps.



Increased Global Connectivity

- The **growth of online access** is appealing to many organizations.
- **Labor Arbitrage** allows U.S. companies to pay lower wages to remote workers in other countries versus paying higher wages to onsite employees for the same job.
- **Market Access** has exploded with increased global connectivity, giving retailers and other businesses access to customers all over the globe without physical boundaries to impede distribution.



G₂ R₁ O₁ W₄ T₁ H₄

Communication Design Considerations

- Just because people from different cultures can interact online, **doesn't necessarily mean they will**.
- Differences in **cultural expectations** affect how and whether people will interact successfully online.
- Secondary research information may be **limited or inaccurate**.
- **Localization** and **translation** can be time consuming, expensive, and may limit adaptability.



Personas

- Models that represent **typical users** for whom content is designed.
- **Rhetorical frameworks** for interpreting cultural groups of users.
- Help anticipate the **context** in which a technology is being used.
- Includes demographic data and information about **how, where** and **why** technology is being used.
- Provide insights into **attitudes** and **behaviors**.
- **Dynamic entities** that change over time.



Developing Personas

- **Demographic data:** who is the user?
- **Contextual data:** where is the technology being used?
- **Behavioral data:** what is the person doing when using the technology?
- **Attitudinal data:** how does the person feel about the technology they're using?



Data Collection

- **Mixed methods** approach.
- **Surveys:** collect basic demographic information.
- **Ethnographies:** observations of how, where and when technology is used.
- **Interviews and Focus Groups:** determines behaviors and attitudes around use of technology.



Using Personas

- **Guide** the initial design process.
- Serve as a reference point for design activities and keep design teams **focused**.
- Provide a **review** mechanism to test materials.
- Develop **contextual factors** that affect how technology is used.



Cultural Considerations

- Language and translation can affect wording of questions and **interpretation** of answers which can skew data.
- **Intended vs. perceived** interpretation of responses can vary across cultures.
- Designers should **consider contextual** factors when designing personas with different cultural backgrounds.



Contextual Mapping

- **Local and Technological Quadrant:** addresses what technologies are available and how audiences make use of them.
- **Global and Cultural Quadrant:** addresses large scale aspects of culture, what values are important to users, how heterogeneous users are, and what differentiates them.
- **Local and Cultural Quadrant:** addresses how users identify with cultural norms, whether users value cultural norms, how homogeneous users are, and how users are comparable to one another.
- **Global and Technological Quadrant:** addresses how used technologies are by intended audiences, how politics, economics, and infrastructure influence the use of technology, and what limitations on the learning process of technologies exist.



Local and Technological

Specific modes of expression and technologies readily available, specific user preferences, choices, and knowledges, ways in which users adapt infrastructure to their needs—or wish to, etc.

Global and Cultural

Larger world contexts, geographic dispersion of users, spectrum from individual to collectivist identity formation, inherited cultural beliefs and values, etc.

Local and Cultural

Local user contexts, geographic proximity of users, individual user expressions of cultural identity, beliefs, and values, etc.

Global and Technological

Larger technological networks and information architectures, hard-wired networks and technologies that can be plugged-in to the current design process, what is easily adapted and what isn't, etc.



Contextual Mapping

- Allows designers address a **range of contextual factors** that affect how technology is used.
- Combines concepts of **user-centered experience** with **intercultural communication**.
- **Expands** the persona development process.
- Provides a better understanding of users of **local users** within a specific context.



Implications

- Use of technology is **embedded** within cultural context.
- Cultural context affects how users **perceive, access and use** technology.
- Understanding of local, global, technological, and cultural contexts allow designers to create **personas** that more accurately represent intercultural users.





*Localizing Communities,
Goals, Communication, and
Inclusion: A Collaborative
Approach*

Ann Shivers-McNair, University of Arizona and
Clarissa San Diego, Makerologist

Purpose, Method, Results, & Conclusion

Purpose	Method	Results	Conclusion
Have a localized community strategy <ul style="list-style-type: none">• This is crucial for social justice.• Essential for research and theory building.	Collaborative Analysis <ul style="list-style-type: none">• Using analyzed practitioner experiences.	Four Key Dimensions <ul style="list-style-type: none">• Localizing communities.• Localizing goals.• Localizing communication.• Localizing inclusion.	Evolving Definitions <ul style="list-style-type: none">• User, community, and diversity must continually be localized to engage effectively across cultures.

Community Strategy & Localization

- **Community strategy** emphasizes the importance of community and strategy in TC.
- Community strategy **prioritizes relationships** over direct revenue.
- Practitioners focused on social justice can benefit from a **community strategists'** insights.
- **Community strategists** help build relationships and connect diverse groups.
- They can help market and outreach to underrepresented communities.
- Definitions of diversity and community should emerge from **localized engagement**.



Localizing Communities

- **Building** relationships and connecting diverse groups.
- **Facilitating** user localization helps refine marketing, technical materials, and organizational practices.
- Importance of **visible representation**, e.g., in spaces like makerspaces.
- **Building global networks** tailored to specific client needs.
- Importance of **meet-ups** for facilitating relationships.



Localizing Goals

- Prioritizing **respect** for community dynamics and motivations.
- **Listening** to diverse perspectives.
- Engagement with **community goals** is foundational.
- Paying attention to **cultural sensitivities**.
- Emphasizing **time, observation, and understanding** in cross-cultural work.



Localizing Communication

- **Localizing communication** fosters collaboration between researchers and practitioners.
- Emphasizing **face-to-face interactions** for relationship building, e.g., product demos and local meetups.
- **Establishing relationships**, e.g., creating a positive first experience for potential users.
- Adapting communication to fit **community preferences**.



Localizing Inclusion

- Important to have **contextual definitions** of diversity and social justice.
- Include **underrepresented** groups.
- Importance of **mentoring and fostering** diversity and inclusivity.
- Emphasizing the **importance of various identities** in community strategy.
- **Trust and support** are foundational to inclusivity.
- Challenges faced in achieving diversity and the importance of **awareness**.
- Engaging with **local cultures** helps resist stereotypical views of globalization.
- Inclusivity involves **creating welcoming environments**, not just demographic diversity.



Takeaways

- Effective communication involves **coordinating** audiences, meanings, and technologies.
- Communication researchers must **engage directly** with the communities they design for.
- Integration of community strategists, technical communicators, and UX researchers **leads to better outcomes**.
- **Localizing** communities, goals, communication, and inclusivity is essential for more effective communication and technology design.



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